



# Committee of the Whole Report

<b>Meeting date:</b>	June 30, 2020
<b>Title:</b>	West Grey Corporate Communication Strategy and Visual Identity Guide
<b>Prepared by:</b>	Jonathan Zettel, co-ordinator, office of the CAO
<b>Approved by:</b>	Laura Johnston, CAO

## Recommendation

That report West Grey Corporate Communication Strategy and Visual Identity Guide be received; and further

That committee of the whole recommends council approve the Corporate Communication Strategy and Visual Identity Guide as components of the overall Corporate Communications Policy.

## Executive summary

At the October 1, 2019 council meeting, resolution 489-19 directed staff to undertake the development of a new website and create a corporate communications policy to include a communication strategy, an internal and external advertising policy, a social media policy and a visual identity policy. Council adopted the social media policy in December 2019. This report outlines the communications policy and visual identity policy as well as introduces the new website, set to launch in June 2020. The final component of the communications policy – the internal and external advertising policy – will be presented at a future committee of the whole meeting.

## Background and discussion

The need for communication and visual identity standards was identified through the 2020-2022 Strategic Vision Plan consultations. This strategy was developed using best practices, and following the Accessibility for Ontarians with Disabilities Act (AODA) requirements and Canadian Press (CP) style. CP style is regarded as the Canadian standard and adopted by several government organizations, including the Federation of Canadian Municipalities (FCM). The Communication Strategy is based on the following corporate communication principles:

- greater access to information in a clear, understandable format;
- use a wide range of communications tactics ensuring the tactic fits the message and audience;
- increase collaboration on internal inter-departmental communication;
- respect access to information in accordance to privacy rights;
- support and be innovative in public engagement and information sharing;
- create a culture of communications excellence.



As well, strategic priorities identified through the visioning sessions and council workshops include:

- develop a standardized visual identity and formalize tactics;
- embed and centralize the role of communication in the corporate culture;
- deliver a repeatable communication program to inform, promote and build West Grey's reputation;
- listen – through surveys, engagement campaigns and innovative ways to capture community feedback;
- meet or exceed legislative requirements for accessibility;
- find ways to ensure inclusion in internal communications, policies and customer service;
- deliver analytics for decision-making;
- monitor trends and be flexible to implement new solutions or processes;
- report on and update communications strategy annually.

Additionally, the strategy addresses the corporate logo, typography, templates and forms, print tactics, signage, decals, promotional products, and the corporate website.

The Municipality of West Grey also needs a website that meets AODA accessibility standards by January 1, 2021. The new website is scheduled to launch in June 2020. The Communication Strategy (Appendix A) outlines the rationale and considerations adopted in the design, development and ongoing use of the new website. It is important to note that, coinciding with the launch of the new website, will be the launch of eScribe, the online, streamline meeting management software that will be implemented for council and committee of the whole meetings and minutes. Further roll-out of eScribe to advisory committees of council will be considered as a later phase of the deployment plan.

## Legal and legislated requirements

AODA compliance for new website – 2021

## Financial and resource implications

Costs for updating signs, decals, etc. will be addressed through the budget cycle. The intention is to replace visual assets as required, during the normal lifecycle replacement schedule. Internal forms and templates have minimal to zero budget impact as they are completed with in-house resources. Business cards, however, will be replaced in one print order and will be co-ordinated through staff in the coming months.

## Staffing implications

The co-ordinator, office of the CAO and the administrative assistant, clerk's office are working toward a June 2020 launch for the new West Grey website and eScribe software. This will include all elements outlined in the Communication Policy and Visual Identity Guide.



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## Consultation

Senior Management  
eSolutions  
eScribe

## Alignment to strategic vision plan

Pillar: work together  
Goal: clear communication  
Strategy: develop a corporate communication strategy  
    Improve internal communication  
    Launch a new West Grey website

## Attachments

Appendix A – Municipality of West Grey Communication Strategy

## Next steps

The office of the CAO will work to revise and implement the communication policy and visual identity guide in all online and printed/promotional materials moving forward. Staff will revise all documents and elements that need rebranding and updating to meet accessibility.

Respectfully submitted:  
Jonathan Zettel,  
Co-ordinator, office of the CAO